

Last Received: 08/03/2012 12:49 PM

Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.
Advertiser	() .AMER 4 PROSPERITY
Product	AMER FOR PROSPERITY
Estimate#	463
Buyer	KAREN BENCKINI
Phone#	
Fax#	

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286

Agency C/P1/P2/E //463

Flight Dates 08/08/2012 - 08/14/2012

Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

AMERICANS FOR PROSPERITY SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	6A-7A		:30	\$700.00	08/08-08/10	3	1	3	\$2,100.00	
		Buyline Comment: WAKE UP										
	2	W-F	7A-9A		:30	\$1,400.00	08/08-08/10	6	1	6	\$8,400.00	
		Buyline Comment: TODAY SHOW OLY										
	3	W-F	9A-4P		:30	\$1,200.00	08/08-08/10	6	1	6	\$7,200.00	
		Buyline Comment: OLYMPICS WEEKDAY										
	4	W-F	5P-630P		:30	\$1,000.00	08/08-08/10	6	1	6	\$6,000.00	
		Buyline Comment: NEWS										
	5	W-F	630P-730P		:30	\$1,000.00	08/08-08/10	6	1	6	\$6,000.00	
		Buyline Comment: JEOP/WHEEL										
	6	W-F	730P-8P		:30	\$750.00	08/08-08/10	6	1	6	\$4,500.00	
		Buyline Comment: OLYMPIC ZONE										
	7	W-SA	8P-12A		:30	\$6,000.00	08/08-08/11	9	1	9	\$54,000.00	
		Buyline Comment: OLYMPIC PRIME										
	8	W-SA	12A-1235A		:30	\$1,000.00	08/08-08/11	4	1	4	\$4,000.00	
		Buyline Comment: OLYMPIC NEWS										
	9	SA	9A-6P		:30	\$1,700.00	08/11-08/11	4	1	4	\$6,800.00	
		Buyline Comment: OLYMPIC WKEND										
	10	SA	5P-630P		:30	\$1,000.00	08/11-08/11	1	1	1	\$1,000.00	
		Buyline Comment: NEWS										

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	11	SA	630P-730P		:30	\$500.00	08/11-08/11	2	1	2	\$1,000.00	
		Buyline Comment: JEOPARDY/WHEEL										
	12	SU	5P-630P		:30	\$1,000.00	08/12-08/12	1	1	1	\$1,000.00	
		Buyline Comment: NEWS										
	13	M-TU	6A-7A		:30	\$700.00	08/13-08/14	2	1	2	\$1,400.00	
		Buyline Comment: WAKE UP										
	14	M-TU	7A-9A		:30	\$1,400.00	08/13-08/14	2	1	2	\$2,800.00	
		Buyline Comment: TODAY SHOW										
	15	M-TU	9A-10A		:30	\$500.00	08/13-08/14	4	1	4	\$2,000.00	
		Buyline Comment: TODAY SHOW 2										
	16	M-TU	11A-12P		:30	\$325.00	08/13-08/14	2	1	2	\$650.00	
		Buyline Comment: RACHEL RAY										
	17	M-TU	3P-4P		:30	\$450.00	08/13-08/14	2	1	2	\$900.00	
		Buyline Comment: DR PHIL										
	18	M-TU	5P-630P		:30	\$1,000.00	08/13-08/14	4	1	4	\$4,000.00	
		Buyline Comment: NEWS										
	19	M-TU	630P-730P		:30	\$1,000.00	08/13-08/14	4	1	4	\$4,000.00	
		Buyline Comment: JEOP/WHEEL										
	20	M-TU	730P-8P		:30	\$800.00	08/13-08/14	2	1	2	\$1,600.00	
		Buyline Comment: FACE TO FACE										
	21	M-TU	11P-1135P		:30	\$1,100.00	08/13-08/14	4	1	4	\$4,400.00	
		Buyline Comment: NIGHTSIDE										

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	22	M-TU	1135P-1235A		:30	\$425.00	08/13-08/14	4	1	4	\$1,700.00		
Buyline Comment: TONIGHT SHOW													

---REPORT TOTALS---

Report Totals: 84 / \$125,450.00

---SALES MONTHLY TOTALS---

Aug 12: 84 / \$125,450.00

Sales Totals: 84 / \$125,450.00

Station Totals: 84 / \$125,450.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---													
Market Totals				\$339,054	CATV	0%	KBLR	0%	KINC	0%	KLAS	30%	KSNV 37%
					KTNV	21%	KTUD	0%	KVCW	1%	KVMY	1%	KVVU 10%
					XXXX	0%							

Books JUL12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE